

# 3,050,000

Net paid copies is this week's edition of

## ***THE SATURDAY EVENING POST***

This new high point in Saturday Evening Post circulation maintains and increases its leadership in the magazine field.

This circulation expresses the preference of American periodical readers. It is not artificially stimulated. There are no subscriptions in arrears, no installment-payment subscriptions, no premium, cut-rate, clubbing, guessing or prize-contest offers for readers.

The growth of THE SATURDAY EVENING POST has been slow, steady and sure, because its policies are rooted in the best traditions of the past and are projected forward in an effort to help realize an ever stronger and sounder America. These policies are:

Higher standards in business and just treatment of business by government; fair play with other nations; self-protective immigration policies; expert conservation of national resources; extension of national parks and the protection of wild game; the wider spread of effective agencies for higher education and better health; clear and sensible discussions of the major questions of national and international importance as they develop from month to month, and the visualization of these questions, not separately, but in their relation to one another and as parts of a whole.

THE SATURDAY EVENING POST keeps its feet on the ground and its eyes forward without Editorial priggishness, economic pinkness or apologetic Americanism.

## ***THE SATURDAY EVENING POST***

**"AN AMERICAN INSTITUTION"**

Advertising Offices: Philadelphia, New York, Chicago, Boston, San Francisco, Detroit and Cleveland